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A NEW U.S. EXPORT PROGRAM

ANNCR:

THE CARTER ADMINISTRATION SHORTLY WILL UNVEIL A NEW EXPORT PROGRAM INTENDED TO HELP ESTABLISH AN IMPROVED U.S. TRADE BALANCE. VOA BUSINESS AND ECONOMICS EDITOR FRANK FEINBERG HAS THESE OBSERVATIONS:

VOICE:

ADMINISTRATION OFFICIALS ALREADY IN SPEECHES HAS DIVULGED SOME THEMES OF A NEW U.S. EXPORT POLICY. OF COURSE THE OBJECTIVE IS TO SPUR U.S. EXPORTS AND THEREBY NARROW THE MONETARY VALUE OF WHAT THE UNITED STATES EARNS FROM EXPORTS AND WHAT IT SPENDS FOR IMPORTS. THERE IS CONSENSUS THAT THE UNITED STATES--FROM A GLOBAL PERSPECTIVE --CANNOT SUSTAIN FOR EXTENDED PERIODS TRADE IMBALANCES APPROXIMATING LAST YEAR'S, WHICH TOTALED SOME TWENTY-SEVEN THOUSAND MILLION DOLLARS.

THAT TRADE IMBALANCE IS CRITICALLY IMPORTANT. CURRENTLY, IT IS A MAJOR FACTOR RESPONSIBLE FOR DOWNWARD PRESSURE ON THE DOLLAR'S VALUE INTERNATIONALLY. AND THIS, IN TURN, FUELS INFLATIONARY PRESSURES WITHIN THE UNITED STATES, SINCE THE PRICE OF EVERYTHING THE UNITED STATES BUYS FROM OTHER COUNTRIES HINGES ON THE DOLLAR'S WORTH.

IT IS HARDLY SURPRISING THAT THE CARTER ADMINISTRATION WILL STEP UP GOVERNMENT INITIATIVES AS PART OF THE EFFORT TO SELL MORE AMERICAN PRODUCTS ABROAD. A CABINET LEVEL ADVISORY GROUP ON EXPORTS HAS BEEN LOOKING AT THE OPTIONS AND HAS CONCLUDED THAT THE GOVERNMENT MUST TAKE THE LEAD IN DEVELOPMENT OF EXPORTS. U.S. BUSINESS TO A GREAT EXTENT IN THE PAST HAS NOT TAKEN FULL ADVANTAGE

OF EXPORT OPPORTUNITIES, SIMPLY BECAUSE IT COULD RELY ON A HUGE DOMESTIC MARKET. BUT NOW THERE IS RECOGNITION THAT THE UNITED STATES MUST BECOME MUCH MORE EXPORT ORIENTED -- THAT AMERICANS MUST SELL MORE TO CONSUMERS ABROAD.

THE NEW EXPORT PROMOTION PROGRAM LIKELY WILL INCLUDE IMPROVED FINANCING TERMS THROUGH THE U.S. EXPORT-IMPORT BANK, AND MORE HELP MAINLY FOR MEDIUM AND SMALL-SIZED FIRMS TRYING TO ENTER FOREIGN MARKETS. SUCH AID COULD BE THROUGH DOMESTIC TAX INCENTIVES FOR SUCCESSFUL SALES CAMPAIGNS AND INCREASING GOVERNMENT PROVIDED DATA ON PROSPECTIVE FOREIGN CUSTOMERS.

AT THE SAME TIME, THERE IS AWARENESS THAT THE POTENTIAL EXPORT MARKET FOR U.S. TRADE IS NOT A SINGLE UNIFIED MARKET, BUT ONE IN WHICH INDIVIDUAL NATIONS AND INDIVIDUAL SALES TARGETS REQUIRED INDIVIDUAL ASSESSMENT.

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